

PROGRAM INFORMATION

Academic Year	2024 - 2025
Credential	Ontario College Diploma
Program Delivery	Full - Time
Duration	2 Years
Length	4 Semesters
Program Codes	B007 - PC (Timmins Campus) B208 - CK (Distance)

DESCRIPTION

Become a master of the global market.

With its focus squarely on digital communication and e-commerce, Northern's Marketing program will prepare you for a career on the front lines of a rapidly evolving business landscape.

Year 1 focuses on Business Fundamentals. And then you'll be immersed in a range of hands-on courses where you'll learn to leverage online resources to market and sell everything from cutting-edge ideas to everyday goods and services. Why do consumers choose one brand over another? How do you broker and close a professional sale? And what does it take to survive as an entrepreneur?

You'll find out – all while polishing your networking and negotiation skills, simulating a multinational product launch, and working with real clients to create a comprehensive social media marketing plan. Several Northern's Business courses are recognized by professional organizations for certification and professional designations:

- Canadian Professional Sales Association (CPSA)
- Certified Sales Professional (CSP) designation
- Retail Council of Canada
- Purchasing Management Association of Canada (PMAC)
- Canadian Institute of Marketing
- Canadian Direct Marketing Association (CDMA)

CAREER OPPORTUNITIES

- Business development officer
- Business development coordinator
- Market researcher
- Marketing analyst
- Employed by government agencies, international organizations, and marketing and analytics firms

VOCATIONAL LEARNING OUTCOMES

1. Contribute to the development of a marketing plan that will meet the needs or goals of a business or organization.
2. Contribute to the development of an integrated marketing communication plan of a product, concept, good, and/or service based on an identified market need or target.
3. Contribute to the development of new and/or modified marketing concepts, products, goods, and/or services that respond to market needs.
4. Contribute to the development of strategies for the efficient and effective placement/distribution of a product, good, and/or service to respond to an evolving market.
5. Contribute to the development of strategies related to pricing for a product, good and/or service.
6. Analyze the viability of a concept, product good, and/or service in local, national or global markets.
7. Participate in conducting market research to provide information to make marketing decisions.
8. Communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats.
9. Plan, prepare and deliver a sales presentation or pitch to address the needs of the client.
10. Develop strategies with clients, customers, consumers, co-workers, supervisors, and others to maintain and grow working relationships.
11. Develop learning and development strategies to enhance professional growth in the field.
12. Apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives.
13. Operate within a framework of organizational policies and practices, when conducting business of the organization.

PROGRAM COURSES

The following reflects the planned course sequence for full-time offerings of the program. Programs at Northern College are delivered using a variety of instruction modes. Courses may be offered in the classroom or lab, entirely online, or in a hybrid mode which combines classroom sessions with virtual learning activities.

	Hours
Semester 1	
AC1034 Introduction to Financial Accounting	56
BU1103 Introduction to Human Resources	42
BU1363 Introduction to Business Concepts	42
CM1323 Professional Communications	42
IN1173 Computer Applications for Business I	42
MA1024 Business Math I	56
MR1073 Introduction to Marketing	42
Semester 2	
AC2034 Financial Accounting II	56
BU3113 Organizational Behaviour	42
BU4033 Microeconomics	42
CM2303 Communications for the Workplace	42
GN1443 Indigenous Culture and Awareness	42
MA2024 Business Math II	56
MR2003 Marketing II	42
Semester 3	
AC3044 Managerial Accounting	56
BU3044 Operations Management	56
BU3103 Macroeconomics	42
General Education Elective	42
MR3023 Consumer Behaviour	42
MR3033 Marketing Research	42
MR3063 Professional Selling	42
Semester 4	
BU4003 Business Law	42
BU4073 Entrepreneurship	42
BU4103 Professional Development	42
General Education Elective	42
MR4003 Integrated Marketing Communications	42
MR4013 International Marketing	42
MR4023 Social & Internet Marketing	42

PROGRAM PROGRESSION

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

Sem 1: Fall 2024
Sem 2: Winter 2025
Sem 3: Fall 2025
Sem 4: Winter 2026

Winter Intake

Sem 1: Winter 2025
Sem 2: Summer 2025
Sem 3: Fall 2025
Sem 4: Winter 2026

WORK INTEGRATED LEARNING OPPORTUNITIES

N/A

ARTICULATION/TRANSFER AGREEMENTS

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program coordinator for specific details if you are interested in pursuing such an option. Additional information can be found at [Articulation Agreements](#).

ADDITIONAL INFORMATION

When studies commence, you are automatically registered in Business Fundamentals, which is a common first-year business program for Northern College's two-year business programs in Accounting, Human Resources, Marketing, Global Business, Entrepreneurship and Technology, and Business studies.

PROGRAM SPECIFIC REQUIREMENTS

N/A

ADMISSION REQUIREMENTS

- Ontario Secondary School Diploma (OSSD)
- Grade 12 English (C, U)
- Grade 11 Math (C, U)
- Or equivalent

Academic prerequisites for this program may be obtained free of charge through [Academic Upgrading](#). Applicants who do not have a high school diploma or equivalent and will have reached the age of 19 years on

or before the start of the program must undergo academic testing and may be required to complete [Prior Learning Assessment & Recognition \(PLAR\)](#) process to demonstrate equivalency of admission requirements prior to admission into a program. For more details, please contact the Admissions Office at 705-235-7222 or admissions@northern.on.ca.

Additional Requirements for International Students

In addition to the general admission requirements, international students must have proof of English Proficiency and meet the requirements below:

1. Proof of Senior High School Diploma/Certificate
2. English Proficiency (we will require one of the following):
 - IELTS Academic– International English Language Testing System: a minimum overall score of 6.0 must be achieved with no individual band score under 6.0; however, we will accept one band at 5.5.
 - TOEFL (Test of English as a Foreign Language): Computer-based overall minimum score of 79
 - PTE (Pearson Test of English) Academic – Graduate Diploma: 58+

If your country of citizenship has English as its official language, we may accept alternate proof of English Proficiency. All educational documents must be submitted in English and will be dependent on the country of citizenship. For more information, please contact admissions@northern.on.ca.

GRADUATION REQUIREMENTS

- 23 Program Courses
 - 2 Communications Courses
 - 3 General Education Courses

GRADUATION ELIGIBILITY

To graduate from this program, a student must attain a minimum of 60% or a letter grade of CR (Credit) in each course in each semester unless otherwise stated on the course outline. Students should consult departmental policies and manuals for additional detail and exceptions.

GRADUATION WINDOW

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

CONTACT INFORMATION

For questions about being admitted into the program, please contact Northern College Admissions at admissions@northern.on.ca or by phone at 705-235-3211 ext. 7222. For questions about the content of the program, contact the Program Coordinator.

Jami Burns, Program Coordinator
Tel: 705-235-3211 ext. 2114
Email: burnsja@northern.on.ca

COURSE DESCRIPTIONS

Semester 1

AC1034 Introduction to Financial Accounting

In this course, students will be introduced to the accounting cycle and the preparation of financial statements. Topics include recording entries, preparing financial statements, and accounting for merchandising activities. This course will be essential for further study in financial accounting.

BU1103 Introduction to Human Resources

In this course, students will learn how proper recruitment/selection strategies, and training and development methods, maintain an organization's competitive advantage. The integral role of job design and analysis in affecting compensation management and performance appraisal decisions will be examined. Students will investigate a variety of employment and health and safety laws as they relate to managing a diverse workforce. In addition, the fundamental principles of the union-management framework will be explored.

BU1363 Introduction to Business Concepts

In this course, students will be introduced to business in Canada, focusing on introductory topics for those interested in employment in a business management role. Topics of study will include the relationships between the areas of finance, human resources, marketing, and operations within an organization, business ethics and social responsibility, management concepts and practices, and an exploration of the entrepreneurial spirit.

CM1323 Professional Communications

In this course, students will learn essential skills for success in college and the workplace. This course focuses on developing and strengthening oral and written communication skills, and critical thinking ability. During this course, students will engage in a variety of forms of communication with a focus on upholding the principles of academic integrity. Students will develop the skills necessary to create discipline-specific documents, practice business etiquette and professionalism, and apply critical thinking strategies to practical scenarios. Upon successful completion of this course, students will be able to plan and draft concise, coherent and well-organized writing assignments that are tailored to specific audiences and purposes.

IN1173 Computer Applications for Business I

In this course, students will gain practical experience with Microsoft Excel for Windows. Excel will be used to prepare various reports, presentations and applications which directly correlate to the critical-thinking requirements of the workplace. Students will gain practical experience working with formulas and functions, developing, and enhancing financial reports, organizing data with charts, data lists, and tables, managing multiple work sheets, workbooks, and external data sources, developing macros, using conditional functions, working with financial tools and functions, and performing what-if analysis.

MA1024 Business Math I

In this course, students will begin with a review of basic arithmetic and algebraic manipulations, continuing topics that include ratios, proportions and percentages, math of merchandising that include mark-ups and mark-downs, various payroll scenarios, and the evaluation and calculations using simple interest.

MR1073 Introduction to Marketing

This course is an informative introduction into marketing. Students will become acquainted with current Canadian marketing concepts, terminology, and practices, examine strategies to apply them to contemporary marketing situations, and gain an understanding of how they affect an organization's profitability. Students will also explore consumer and business marketing, product planning, building customer relationships and creating customer value. This course provides a basic understanding of Canadian marketing structures and techniques including defining and segmenting target markets and interpreting market research data.

Semester 2

AC2034 Financial Accounting II

In this course, students will examine, in more depth, select assets and liabilities found on the balance sheet as well as learn to account for equity transactions involving partnerships. Assets examined include cash, accounts receivable, notes receivable, plant, property, and equipment and intangibles. Liabilities studied will include short- and long-term notes payable, warranty liabilities and payroll liabilities.

BU3113 Organizational Behaviour

In this course, students will be introduced to managing and navigating organizational behaviour in a professional Canadian business environment, at the same time keeping in mind the increasingly interdependent nature of globalization. This course examines management and group dynamics from the manager as well as employee point of view, both in an professional setting. There is significant emphasis on how OB research into the area of workplace experience of managers and employees contributes to the productivity of the organization. The course brings in numerous examples of practical applications with the involvement of the learners from real-life situations and personal experiences to analyze the concepts discussed. There is also key emphasis on developing awareness towards corporate social responsibility and the relation between ethical practices and organizational behaviour.

BU4033 Microeconomics

This course is designed to introduce the student to the study of economics, beginning with the field of microeconomics. The course will use scientific theory in order to better understand the relationship and consequence of economic and business decisions. Additionally, this course will use mathematical procedures in order to predict and practically use economic models in real world settings. As opposed to Macroeconomics, Microeconomics will focus on the effects of business decisions on an industry or a single business specifically. Topics include supply and demand, elasticity, consumer choice, and production costs in the short and long run.

CM2303 Communications for the Workplace

In this course, students will develop professional communication skills required for success in the workplace. Students will continue to develop and strengthen their oral and written communication skills and critical thinking abilities. During this course, students will use various modes of communication to complete assignments designed to meet program and professional expectations. Students will utilize a variety of technologies for the purpose of creating a professional presence in a digital environment. Students will develop the necessary skills to create polished workplace documents such as letters, resumes, cover letters and reports tailored to specific audiences. Students will learn to conduct themselves with professionalism in both workplace interviews and job searches. Upon successful completion of this course, students will be able to create clear, concise and coherent workplace and employment documents that are error-free and designed for specific audiences and purposes.

GN1443 Indigenous Culture and Awareness

This general education course will provide students with an introduction to Canadian Indigenous Nations' history, sovereignty, land titles, cultural history and current critical issues. Topics addressed include the content of Indigenous rights, economic and social development, community and political processes, and business law and policies, justice & social services. Canadian Indigenous History and Relations is a general education course that has been incorporated into all programs at Northern College.

MA2024 Business Math II

In this course, students will develop their business mathematics skills expanding them to compound interest scenarios that include single cash flows of future value and present value, ordinary simple annuities, ordinary general annuities, simple and general annuities due, deferred annuities, perpetuities and perpetuities due. Throughout the course, students will not only evaluate the requirements but also use their critical thinking skills to evaluate appropriate investments to make and aspects of a variety of loans to consider all in a business environment whether that be in the private, public or not-for-profit sectors of industries.

MR2003 Marketing II

In this course, students will follow the accepted concepts of marketing, current marketing principles/practices, and their applications as functional decision-making management tools. Topics will include all aspects of product/service marketing and management, price determination and pricing strategies, distribution-related strategies, marketing communications strategies (including advertising, personal selling, sales promotions, event marketing and sponsorship, public relations and direct marketing) and non-profit marketing and global marketing. This course builds on the foundation of MR1073 Introduction to Marketing I. Students will continue to examine current Canadian material on marketing and determine strategies for developing new products and services that are consistent with evolving marketing needs and principles of sustainability. Students will apply their knowledge in producing a marketing plan where they will set marketing objectives, develop a marketing mix, along with developing marketing strategies. Budgetary considerations will be taken into account, and evaluation criteria identified. Students will also contribute to the development of pricing strategies and participate in conducting market research to provide information needed to make marketing decisions.

Semester 3

AC3044 Managerial Accounting

This course will cover the following concepts related to Managerial Accounting: Compare and contrast financial and management accounting. Apply costing concepts from a business point of view. Analyze cost behaviour as an aid to managers in making important decisions about future courses of action. Apply cost behaviour concepts as an important management accounting decision-making tool: cost-volume-profit analysis. Analyze the job-order costing model. Analyze activity-based costing. Compare and contrast variable versus absorption costing. Complete all components of a master budget. Calculate material, labor and overhead variances. Prepare an analysis for a variety of situations that will aid decision-making.

BU3044 Operations Management

This course will cover the following concepts related to Operations Management: Illustrate the importance of operations management in the context of an organization's strategic plan. Assess the role of supply chain management, logistics, and inventory strategies to support operational requirements. Determine the layout for goods and service producers to maximize efficiency and support organizational goals. Assess the impact of product/service design processes and benchmarking on productivity to support the organization's goals. Assess strategies for the scheduling of production and staff which support the most productive operations of a

facility. Assess the impact of quality control and quality assurance systems and programs to support the organization's goals. Apply qualitative considerations and quantitative methods to the management decision making involved in the day-to-day operations of a business. Appreciate the scope of subjects and knowledge necessary for effective and efficient management of business operations, and to optimize the customer value created. Understand the connection between the different types of decisions made by operations managers, and the different types of mathematical models available to support management decision making. Communicate clearly the results of analysis and the application of quantitative methods to operational decisions to the managers involved.

BU3103 Macroeconomics

In this course, students will discuss large-scale economic phenomena to gain an understanding of the role and relevance of economics in business studies. Students will examine the behaviours of individual nations in a global economics context. This course will present the Economic Problem and discuss such concepts as scarcity, choice, opportunity cost as well as efficiency & unemployment. You will examine demand & supply and understand how and why economists measure the economy, while learning about GDP, national income and inflation. Further, students will explore business cycles and the aggregate expenditures model. They will review explanations for such things as prices and output in aggregate demand and supply from a macroeconomics perspective. And finally, students will consider the federal government's fiscal policy, examine technological change, global trade and the effect of tariffs.

General Education Elective

General Education Courses are selected online each semester by the student from a list provided and exposes students to a related area of study outside of their immediate academic discipline. Certain programs have predetermined electives.

MR3023 Consumer Behaviour

This introduction to consumer behaviour shows how the behavioural sciences help answer questions about why people choose one product or brand over another, how they make their choices, and how organizations use this knowledge to develop, evaluate and implement effective marketing strategies and to create value for the consumer. In addition, actual applications of consumer behaviour concepts to marketing situations are designed and executed by the students. As well, on a macro level, students will examine the social/cultural environment and will debate and discuss the ethical concerns that consumers have about behavioural marketing applications.

MR3033 Marketing Research

Marketing research provides organizations with information that can be used to make more informed marketing decisions. This course will examine the process of designing, gathering, analyzing, and reporting information that can be used to solve a specific marketing problem or opportunity. Students will apply their knowledge in conducting a marketing research project for an organization.

MR3063 Professional Selling

This course will explore the world of building relationships in the sales field. Students will examine the steps in the preparation, presentation and the follow up of a professional sale. This course deals with a hands-on approach to developing the tools to be successful in most selling situations. Emphasis is placed on building a relationship based on rapport and trust. Students learn and practice the fundamentals of the sales process including, needs analysis, preparing sales presentations, handling objectives, confirming, and closing the sale and the strategic importance of follow-up and providing exceptional customer service. Throughout the course

role playing and case studies will be utilized to allow students to apply sound reasoning skills to solve sales challenges.

Semester 4

BU4003 Business Law

This course presents a practical study of Canadian business law, including the legal and administrative systems, torts, contracts, employment laws, and general legal considerations that arise for a business. In addition, students will assess intellectual property, patent, trademark, copyright, and franchising laws and apply them to business cases. Students will outline the structure of the Canadian legal system, describe torts and professional liability issues, determine the requirements that form contracts, explain the circumstances that enforce contractual obligations, describe legislation and its function in the marketplace, outline the concepts of real and personal property, and relate Ideas and information laws as they apply to business.

BU4073 Entrepreneurship

This course introduces students to the nature of business and entrepreneurship. Students will obtain an overview of entrepreneurship and the entrepreneurial process then expand into key concepts including business types, customers, marketing, financials and human resources. The options of franchising and purchasing existing businesses are also covered in this course. Students will outline and assess the components of a Business Plan.

BU4103 Professional Development

This course will focus on the development of soft skills that are essential for succeeding in business and the workplace. The students will be provided with techniques and opportunities to develop presentation, networking and interpersonal skills that will assist in gaining employment and being more effective in a variety of business settings. Students will also build their marketable skills through involvement with a volunteer organization. Employers and graduates will interact with students as various career paths are investigated.

General Education Elective

General Education Courses are selected online each semester by the student from a list provided and exposes students to a related area of study outside of their immediate academic discipline. Certain programs have predetermined electives.

MR4003 Integrated Marketing Communications

Marketers require a solid foundation in advertising, sales, promotion, media techniques and applications. In this course students will develop their skills as they apply fundamental principles and practices of marketing communications in a variety of industry, product, and service situations.

MR4013 International Marketing

This course allows students to develop a national and international understanding of business. Studying domestic and global patterns, students will learn to compare and contrast marketing applications from a management perspective. In this course, students will gain an understanding of the strategies and complexities of marketing products and services internationally and apply their knowledge in a marketing simulation in which they will develop and implement a market entry and expansion plan for a multinational consumer products company. An experiential approach will be employed in the design of a marketing strategy for a global business opportunity.

MR4023 Social & Internet Marketing

In this course, students will study the conceptual foundation and practical techniques necessary for creating a comprehensive and effective social media marketing plan. Focus will be on identifying target audiences, setting attainable social media objectives, devising realistic platform-specific strategies and tactics, and monitoring and measuring progress and feedback of the plan. Students will be encouraged to engage in social media with a business focus and wherever possible, work with real clients in the development of their social media marketing plan.